

Target Audience #1 - (Use One Sheet per Target Market)

Did your strategies match your target market?

Were your timelines realistic?

Were you required to make adjustments?

Should you have made adjustments?

What monitoring system are you using?

Does it measure what you want to know?

How can you monitor your progress better next time?

How close were you to your budget estimates?

Did you accomplish what you set out to accomplish?

If not, did you make progress toward your goals?

What quantitative measures indicate you achieved your goals, or made progress toward them?

Were there some unexpected problems that produced lower results than expected? (explain)

In light of results and costs, what changes or refinements will you make next time?



With a gleam in his eye, the Executive Director gave the City Council their copies of the long-awaited Marketing Plan.